

ABSTRAK

TIARA DEWI SOKA. A.1310434. Analisis Kinerja Rantai Pasok Sayuran Komersial di Pasar Tradisional Kota Bogor. Di bawah bimbingan Himmatul Miftah dan Arti Yoesdiarti

Penelitian ini bertujuan untuk menganalisis proses rantai pasok produk sayuran komersial dari produsen ke konsumen, menganalisis efisiensi rantai pasok komoditas sayuran komersial, serta menganalisa kinerja rantai pasok sayuran komersial. Penelitian ini dilakukan di Pasar Bogor dan Pasar Warung Jambu pemilihan pasar secara *purposive*. Metode penarikan sampel menggunakan *snowball sampling*. Jumlah pedagang pengecer sebanyak 14 orang, pedagang grosir sebanyak 9 orang, tengkulak 8 orang, petani bayam sebanyak 10 orang, petani tomat sebanyak 10 orang, petani ketang sebanyak 5 orang, dan petani bawang sebanyak 10 orang. Hasil penelitian ini bahwa aliran informasi, barang, dan uang sangat berpengaruh dalam ketersediaan barang yang akan dipasok ke pasar tradisional, saluran pasokan yang efisien pada bayam yaitu saluran I dengan nilai margin sebesar Rp 20.000 dan *farmer's share* sebesar 33,33%, saluran pasokan tomat yang paling efisien yaitu saluran 1 dengan nilai margin sebesar Rp 4.166,6 dan *nilai farmer's share* sebesar 45,65%, kentang saluran pasokan V dengan nilai *farmer's share* sebesar 68%, dan bawang saluran pasokan II dengan nilai *farmer's share* sebesar 34,88 %. Pada kegiatan pasokan sayuran ke pasar tradisional setiap lembaga pasokan melakukan proses kinerja rantai pasok diantaranya perencanaan, pengadaan, pengiriman, dan pengembalian.

Kata Kunci: *pasar Bogor, pasar warung jambu, SCOR, kondisi rantai.*

ABSTRACT

TIARA DEWI SOKA. A.1310434. Analysis of Commercial Vegetable Supply Chain Performance in Traditional Market of Bogor City. Under the guidance of Himmatul Miftah and ArtiYoesdiarti

This study aims to analyze the process of supply chain of commercial vegetables from producers to consumers, analyze the efficiency of commodity chains of commercial vegetables, and analyze the performance of commercial vegetable supply chains. This research was conducted in Pasar Bogor and Pasar Warung Jambu by purposive. Sampling method for wholesalers, middlemen, farmers, and retailers using sampling snowball method. The result of this research is that the flow of information, goods, and money is very influential in the availability of goods supplied to traditional market. The most efficient supply channel on spinach is channel II with margin value of Rp 20.000 and farmer's share of 33,33%, the supply of white for tomatoes is I channel with value of margin margin of Rp 4.166,6 and farmer's share value of 45,65%. Most Efficient channel for potato is channel III with 68% of farmer's share, and most efficient channel for onion is channel I with farmer's share value of 34,88%. In the supply of vegetables to the traditional market, each supply agency conducts a supply chain performance process such as planning, procurement, delivery, and return.

Keywords: *pasar Bogor, pasar warung jambu, SCOR, chain condition.*

